

## Because clean water is good business

Managers of certified Clean Texas Marinas were asked in a recent survey how they have benefited from their Clean Marina status. Here are their responses:

- 94 percent have had fewer problems with customers and/or contractors leaving messes for marina staff to clean,
- 81 percent have benefited from free publicity about their marina being in the program,
- 69 percent have attracted new customers because of their Clean Texas Marina status,
- 46 percent have received special consideration when applying for regulatory permits,
- 46 percent have had increased revenue, and
- 69 percent have saved money through better environmental standards or reduced costs.

## In their own words...

“We consider our certification to be THE major achievement reached during our ownership of this marina. The program provides best management practices, and being aware of environmental standards provides a very positive image to our boaters. Becoming the 31st Clean Texas Marina helped our marina to win the Marina of the Year award in 2004.”

— *Jerry and Claire Anderson, Lake Whitney Marina at Juniper Cove*

“Clean Texas Marina is a wonderful program! The program is great at supplying educational materials and well-worded signage. Our slip customers pay closer attention to their own slip areas and to the cleanliness of the common areas....and the Clean Texas Marina symbol is seen in all our advertisements and promotional items. How can you not benefit?”

— *Marie Stewart, Marina Del Sol, Clear Lake*

“Voluntary compliance is easier than paying fines. Being a Clean Texas Marina increases the value of our product. More funding is needed for site visits and for mentoring, education, and training. We need more funds from CVA for Sea Grant to administer the Clean Marina Program, and CVA funding for Public Access projects (i.e., boat ramps/docks and inland transient dockage).”

— *John Swick, Scott's Landing Marina, Lake Grapevine*

“I love that we are given a BMP guidebook. It's easy to say ‘you must comply with this or that’ and the guide shows us how to do it. Also we enjoy being able to contact the program coordinator directly with questions. Make the Clean Texas Marina Program mandatory.”

— *Texas Marina Operator and MAT member*

“We send a newsletter out each month to all of our customers. There is a Clean Marina Tip of the Month in each one, and we have had many customers comment on these helpful suggestions provided to us by the Clean Texas Marina Program.”

— *Mike Drozd, Lakeview Marina, Lake Lewisville*

“The process of becoming certified helped us to be better prepared for possible disasters and shows government regulatory agencies that we are serious about safety and the environment.”

— *Texas Marina Operator and MAT member*

“We feel it is our duty to be a part of the solution rather than a part of the problem when it comes to our waterways and contributing to runoff and pollution.”

— *Stephen Alexander, Lake Austin Marina*